

Message Text

UNCLASSIFIED

PAGE 01 SOFIA 01937 01 OF 02 140937Z

21

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 100605

R 140627Z SEP 76
FM AMEMBASSY SOFIA
TO USDOC WASHDC
INFO SECSTATE WASHDC 1729
USIA WASHDC
AMEMBASSY VIENNA

UNCLAS SECTION 1 OF 2 SOFIA 1937

USDOC FOR BEWT, VIENNA FOR EWTDO AND REX

E.O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: END-OF-SHOW REPORT - PLOVDIV 76, PLOVDIV, BULGARIA -
SEPTEMBER 3-10-1976

1. THIRTEEN US BASED COMPANIES REPRESENTING TWENTY-
ONE US FIRMS REPORTED SALES DURING THE PLOVDIV FAIR
OF 1,363,000 DOLLARS.

2. TOTAL REPORTED PROJECTED SALES FOR THE NEXT
12 MONTHS AMOUNTED TO 8,270,000 DOLLARS. FIVE OF THE
13 FIRMS DECLINED TO GIVE PROJECTED SALES ALTHOUGH
THEY ALL EXPECTED TO SELL. CONCRETE PIPE MACHINERY
CO. DID NOT EXPECT TO MAKE A SALE IN THE NEXT 12
MONTHS, AS BULGARIA HAS POSTPONED ITS CONCRETE PIPE
PROJECT UNTIL LATE 1977, BUT CONCRETE PIPE IS ONE OF
TWO FIRMS BEING CONSIDERED.

3. SALES DURING EVENT AND PROJECTED SALES FOR
EXHIBIT TOTAL 9,633,000 DOLLARS.

4. FOURTEEN PARTICIPANT'S REPORTS WERE RECEIVED.
(TWO WERE FROM DUPONT, ONE FROM EACH DIVISION
REPRESENTED.) NINE REPORTED FIRMS HAD ACHIEVED
THEIR FIRST OBJECTIVE. FIVE PARTIALLY ACHIEVED
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SOFIA 01937 01 OF 02 140937Z

THEIR FIRST OBJECTIVE.

5. DUE TO THE LARGE NUMBER OF ADDITIONAL CONTACTS MADE DURING THE PLOVDIV FAIR, THE STAUFFER CHEMICAL CO. DECIDED TO START DISCUSSIONS WITH BULPHARMA AS STAUFFER REPRESENTATIVE IN BULGARIA. DUPONT SIGNED A SALES REPRESENTATION AGREEMENT DURING THE FAIR. NO OTHER COMPANY SOUGHT REPRESENTATION.

6. SIX COMPANIES REPORTED 196 TRADE LEADS.

7. DUPONT COMPLETED NEGOTIATIONS FOR A TEST DIRT ROADWAY USING TYPAR, A SOIL STABILIZATION PRODUCT. FUTURE SALES COULD BE QUITE SUBSTANTIAL. DUPONT DID NOT REPORT EXPECTED SALES IN NEXT 12 MONTHS.

8. HENRY JAHN REPORTED SERIOUS INTEREST BY BULGARIANS IN THEIR AIRPORT FIRE EQUIPMENT.

9. UNION CARBIDE SOLD ONE UNIT OF THE NEW HYDRO-QUICK FIRE FIGHTING SYSTEM, AND EXPECTS FUTURE SALES.

10. MANY DELEGATIONS VISITED THE US PAVILION, INCLUDING SOME FROM CSSR, HUNGARY, AND ROMANIA. THE PRE-FAIR PROMOTION IN THOSE COUNTRIES DID PAY OFF AS SHOWN BY THE PARTICIPANTS REPORTS. NOTABLE VISITORS INCLUDED:

A. DIRECTOR OF RESEARCH LABORATORY FOR TECHNOLOGY AND STRUCTURE IN MOSCOW.

BULGARIAN ORGANIZATIONS

B. DIRECTOR GENERAL OF TECHNOIMPORT (VERY IMPORTANT FOR US PARTICIPANTS).

C. DEPUTY DIRECTOR GENERAL OF CHIMIMPORT.

D. DEPUTY DIRECTOR GENERAL OF DSO PLASTICS
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 SOFIA 01937 01 OF 02 140937Z

AND RUBBER.

E. DIRECTOR GENERAL OF FTO NAUKA I TEKHNIKA.

G. DIRECTOR OF CENTRAL STATION FOR PLANT PROTECTION.

H. TWO DEPUTY MINISTERS OF CONSTRUCTION.

J. DEPUTY DIRECTOR OF TECHNIKA.

11. MANY OF THESE OFFICIALS WERE VISITED DURING PRE-FAIR PROMOTION. ALL CAME WITH DELEGATIONS OF SPECIALISTS AND MORE FOLLOWED. ALL US PARTICIPANTS REPORTED EXCELLENT CONTACTS.

12. THE BULGARIAN COMMITTEE FOR SCIENCE AND TECHNOLOGY RECEIVED COPIES OF ALL US PARTICIPANTS BROCHURES FOR DISTRIBUTION TO PROPER SPECIALISTS.

13. THE COMMERCIAL DIRECTOR FOR THE USSR PAVILION, MR. SOKOLOV, ALSO AGREED TO DISTRIBUTE BROCHURES OF US PARTICIPANTS TO THE RIGHT PLACES.

14. THE FOLLOWING ARE QUOTES BY US PARTICIPANTS FROM PARTICIPANT'S REPORTS:

A. ROLAND NICOLET, DUPONT:

"WE FEEL THAT THIS EVENT IS ESPECIALLY HELPFUL TO ESTABLISH NEW CONTACTS. WE ARE VERY PLEASED THAT WE CAME TO PLOVDIV, AND WE WOULD NOT HAVE HAD THE SUCCESS WE HAD WITHOUT THE FRAMEWORK OF A US PAVILION."

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 SOFIA 01937 02 OF 02 140936Z

21

ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W

----- 100583

R 140627Z SEP 76

FM AMEMBASSY SOFIA

TO USDOC WASHDC

INFO SECSTATE WASHDC 1730

USIA WASHDC

AMEMBASSY VIENNA

UNCLAS SECTION 2 OF 2 SOFIA 1937

B. REINER RUPP, AREA MANAGER, STAUFFER
CHEMICAL EUROPE:

"WE HAD THE OPPORTUNITY TO MEET MORE THAN 100 NEW SPECIALISTS IN AGRICULTURE AND HAD THE UNIQUE CHANCE TO RECEIVE APPROX. 5 GROUPS OF VISITORS FROM MINISTRY OF AGRICULTURE, SOFIA - EACH GROUP 7-9 SPECIALISTS AND MOST IMPORTANT DECISION MAKERS."

C. MR. VAN SCHAİK, DISTRICT MANAGER, J.I. CASE:
"WE ARE CONVINCED THAT THIS FAIR HAS BECOME A GOOD START FOR MORE CONTACT BETWEEN OUR COMPANY AND THE AUTHORITIES AND THEREFORE HAS BEEN OF MUTUAL BENEFIT."

D. NICOLAS DE GREGORIO, EXPORT MANAGER, HOKE:
"BIG SURPRISE -- WE DID NOT EXPECT PLOVDIV TO BE A VERY INTERESTING FAIR AND IT HAS BEEN."

E. MR. WOLLAUTSCHNIG, SALES ENGINEER, GARLOCK INC.:
"AMONG MANY NEW PROSPECTS FROM BULGARIA WE HAD ALSO THE OPPORTUNITY TO MEET 6 IMPORTANT DELEGATIONS FROM THE SOVIET UNION. THE PRE-SHOW CAMPAIGN BY THE USDOC BROUGHT US NEW CUSTOMERS AND THE ORGANIZATION OF THE US PAVILION HAS BEEN OUTSTANDING."
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SOFIA 01937 02 OF 02 140936Z

F. H.R. HERB, REGIONAL SALES MANAGER, JAHN AG:
"THE INEXPENSIVE WAY OF PARTICIPATING IN THE PLOVDIV FAIR WITHIN THE US EXHIBITION HAS ENCOURAGED OUR COMPANY TO PRESENT OUR RANGE OF PRODUCTS IN THE CONSTRUCTION FIELD AS WELL AS AERIAL PLATFORMS AND STEEL MILL EQUIPMENT. THE OFFICIAL TOUCH OF THE EXHIBIT MADE IT POSSIBLE TO HAVE CONTACTS WITH GOVERNMENT OFFICIALS AS HIGH AS THE PRESIDENT OF BULGARIA, THE MINISTRY OF CONSTRUCTION, THE RESPONSIBLE DIRECTOR OF THE FOREIGN TRADE ORGANIZATIONS."

G. JANE HIBBERT, MONSANTO:
"THIS WAS THE FIRST TIME MONSANTO HAS TAKEN PART IN THE FAIR AND THE MARKETING JOB WE SET OUT TO DO WAS FAIRLY WELL ACHIEVED."

H. FRANK LADUE, PRESIDENT CONCRETE PIPE MACHINERY CO.:
"WITH A RELATIVELY SMALL INVESTMENT ON OUR PART, WE ARE ABLE TO COME IN UNDER THE MANTLE OF THE US GOVT., APPEARING JUST AS IMPORTANT IN THE EYES

OF OUR VISITORS AS DO THE LARGE MULTI-NATIONAL
CORPORATIONS."

15. MR. M.W. DUNCAN, GENERAL DIRECTOR-EASTERN EUROPE,
UNION CARBIDE, MENTIONED THAT ONE MEETING WITH THE
DEPUTY DIRECTOR OF TECHNIKA VISITED IN PRE-FAIR
PROMOTION WAS WORTH THE COST TO UNION CARBIDE TO
BRING OVER THEIR 13 REPRESENTATIVES AND OTHER
EXPENSES.

16. QUOTES AND SALES/PROJECTS NOT FOR PUBLIC
RELEASE.
HERZ

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976SOFIA01937
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760346-0310
From: SOFIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760962/aaaacavz.tel
Line Count: 236
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 5
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: vandyklc
Review Comment: n/a
Review Content Flags:
Review Date: 01 MAR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 MAR 2004 by MaustMC>; APPROVED <23 AUG 2004 by vandyklc>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: END-OF-SHOW REPORT - PLOVDIV 76, PLOVDIV, BULGARIA - SEPTEMBER 3-10-1976
TAGS: BEXP, BU
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006